

Here is your May 27 Memorial Day edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Achtzehn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Laura Dobbins.

My newsletter is sent by subscription only. Please pass this information along to people you feel may benefit by it. If there were any problems with this delivery, please let me know. If you prefer to have this **sent to you as a pdf**, please reply with "pdf" in the subject line or body copy. If you no longer wish to receive this -- or if you received it in error -- please reply with "**Remove**" in the subject line.

All of us at Book Marketing Works wish you a safe and enjoyable Memorial Day as well as success in your book-marketing efforts, Brian Jud

[Click here](#) to view this newsletter as a pdf document



Book Marketing Matters™

Brian Jud's free, bi-weekly ezine dedicated to helping you get your fair share of the special-sales markets, and sell more books profitably

Volume 12, Issue 11, Number 277 May 27, 2013

Do you want to sell more books to non-bookstore buyers? Join our commission-based special-sales program.

We sell your books. We pay shipping. All non-returnable.

BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com

We get about 3,000 hits per month on the ESP search engine. Most of the titles in our program receive some action on a regular basis. We cannot show them all, but below is a list of the direct inquires for which we send sample books. We usually customize them with the customer's logos or with a tip-in insert page.

Top inquiries from the reps for the week ending 5/24/13

<u>Title</u>	<u>Quantity</u>
Financial Literacy	2000
Homework	2000
Money Book for Kids	2000
My God Box	500
Don't You Need Some Rest?	1000
Heavenly Advice for Earthly Life	500

Upcoming Webinars & Events

June 13 – How to sell more books to the academic market

Webinar by Brian Jud; 6pm Eastern Time

The opportunities for selling books to schools are enormous and ideal for publishers. The academic market divided into three general sub-segments: pre-school, elementary-high school (K-12) and secondary (college and universities). Further segmentation uncovers more opportunities to sell books for adult education, home schooling, distance learning and private, military and other schools. Each sector has its own procedures, policies and distribution partners. Brian Jud will show you how to work in each segment to sell more books in more ways than you ever thought possible.

Sign up <http://tinyurl.com/k3gdz3d>

June 27 -- Mid-Year Marketing Checkup

Webinar by Brian Jud; 6pm Eastern Time

Are you on target to reach your annual goals for sales, revenue or profit? Don't wait until the end of the year to find out. This is the time to learn if you are on the right path, and heading in the right direction. If you evaluate your relative progress now, you still have time to make any necessary corrections to get back on track. During this webinar Brian Jud will show you how to do that. This is your opportunity to evaluate your goals, re-energize yourself and map your actions for the remainder of the year.

Sign up at: <http://tinyurl.com/bhkr53c>

Ridgefield (Connecticut) Writers Conference

Sept. 28, in Ridgefield, CT. Workshops in fiction, creative nonfiction, poetry, playwriting/screenwriting and YA. Pete Nelson, Carol Ann Davis, Joanne Hudson, Chris Belden, Steve Otfinoski and others. Panel discussions with agents, editors, and publishers. Finish the day with an evening reading. \$150. Website: <http://www.adeleannessi.com/Ridgefield-Writers-Conference.html>

News From AAPSS (Formerly SPAN) Update from the Executive Director of AAPSS – Brian Jud

The SPAN Board of Directors met to discuss several major changes to SPAN. The most significant event is that as of June 1 we are officially changing the name from the *Small Publishers Association of North America* (SPAN) to the *Association of Authors and Publishers for Special Sales* (AAPSS -- pronounced "APPS"). We will formally announce the change at BEA (May 30 – June 1) with a new website and other events. Until that time, all correspondence and the website (www.bookaapss.org) will continue to be branded as SPAN.

We have many more ideas and plans for helping you become even more successful selling books to non-bookstore buyers. Watch this space regularly for more information. Specifically, we will add these two new programs:

Our first annual book-marketing conference will be held on Nov 8 and 9, 2013 in Philadelphia. Save the dates – you will get more information about the event later. Its focus will be on non-bookstore marketing and how you can sell more books more profitably in large, non-returnable quantities. The theme is “Moving From Book Publishing to Book Selling.”

The Sales Informer monthly newsletter with articles about selling more of your books outside of bookstores. The inaugural issue will have articles by a variety of experts on selling children’s books, foreign rights, creating booklets, success stories, tips for selling to non-traditional buyers, and selling books in special markets through social networking among many other special-sales topics. If you would like to contribute an article please send it to Arielle Caldwell at afcaldwellsbooks@gmail.com

Join AAPSS, save \$29 on the membership fee and take advantage of this offer

Annual membership is normally \$89. But since you are on my newsletter list your cost is only \$60 (\$29 savings). Go to <http://www.spanpro.org/join-application> and follow the prompts. Register as a member of Premium Book Company. For a list of additional benefits of AAPSS membership visit <http://www.spannet.org/page/member-benefits>

Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers’ Handbook, by Eric Kampmann, President, Midpoint Trade Books ekampmann@aol.com)

As a distributor, we often are forced to reject books because not enough care was put into one or more of the key decisions before we saw the project. In fact, it would be best if the publisher would enlist the help of the distributor, or some other experienced advisor before arriving at a final decision. Here are the seven key decisions as I see them. First, print the right number of books. Err on the side of caution if you are unsure.

Remainder tables are always full for a reason. Second, price the book for your market. If you are selling through retailers, then your price should be lower. If your market is very specialized, then you may be able to price up. Third, use an experienced designer for your book jacket. Fourth, choose your printer carefully. Do they have a good reputation for service and fast turnarounds for reprints? Fifth, should you pay the traditional royalty rate or is there another way? Sixth, do you have a distributor and if not, how do you plan to sell your book? Seventh, what is your marketing plan? Do you know your market and do you know how to reach it?

Poynter’s Pointers

(Excerpted - with permission - from Dan Poynter’s Fifteenth Edition of *The Self-Publishing Manual*: <http://www.parapublishing.com>. To receive Dan’s free newsletter, *Publishing Poynters*, go to <http://parapub.com/sites/para/resources/newsletter.cfm>)

New customers have to be bought; existing customers are free.

Ideas for Selling to Non-Bookstore Buyers – Guy Ahtzahn

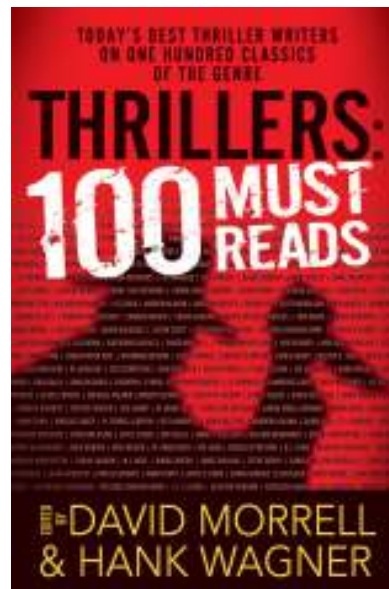
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

If you lose an order, follow up by asking why you did not get the order. In a bidding situation, you may have had the low price, but did not mention some needed service or feature. Always ask for constructive feedback by saying something like, “What would it have taken for us to reach agreement?” It might be something you can accommodate such as providing the content in another form, making the books returnable, or offering a larger quantity discount.

The Cover Story – George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com) george@fostercovers.com)

A book of 100 definitive, thought-provoking commentaries on the 100 greatest thrillers of all time. Each commentary is by one of today's best thriller writers and their names are all on the front cover. Whew! There is no way they could be anything but small so I used them to create a screen through which we see a lurking killer outside your window. A dramatic, singular image is common to the thriller genre and here a simple shadow works great for adding type legibly over it.



Growth Concepts – Tom Hill

(Founder and CEO of the Eagle Goal Coach, an organization devoted solely to assisting others find and follow their life's passion. Tom can be reached via e-mail at tom@tomhillwebsite.com)

This past week we recommended the book *Traction* by Gino Wickman. One segment that stuck out was how he viewed long term planning. Most of us write a 5-year business plan and some even have a 10-year plan and all of us probably can throw the business plan away after the first year as everything changes. Gino Wickman's recommendation is to set a "10 year target", a "3 year picture" and a "1 year plan". We like the idea of a target, a picture and a plan; it's so much more accurate.

"A reader lives a thousand lives before he dies, said Jojen. The man who never reads lives only one." George R.R. Martin

Legal Matters That Matter to Writers – Professor Tonya M. Evans

(Contact Professor Evans at Legal Write Publications, info@legalwritepublications.com or www.legalwritepublications.com; The information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal matter, you should consult a lawyer as each case is fact-specific.)

What Copyright Protects. Copyright law protects your exclusive right to exploit (use productively) your original artistic or literary work. Copyright law was written to encourage the free exchange of ideas and to stimulate the progress of "useful arts," which benefit society. The federal Copyright Act provides copyright protection to "authors" (creators) of original literary and artistic works.

The Book Shepherd – Judith Briles

(Judith Briles is the Chief Visionary Officer of www.AuthorU.org. She's known as The Book Shepherd (www.TheBookShepherd.com), and is the author of 30 books including *Show Me About Book Publishing* and *Author YOU: Creating and Building the Author and Book Platforms*. Download podcasts from Judith's radio show, *Your Guide to Book Publishing* at: <http://rsrn.us/youpublish>

Let “nonsense” goose your creativity juices ...

Recently, I posted a video on several of my social media sites that contained a video of 10,000 iPhones doing the domino dance. My thoughts when I first viewed it: Who has time to do this? Who even thought it up? When and where in the heck did they gather up 10,000 iPhones (Apple headquarters)? How much time did this take? How many misfires were there? What nonsense. Etc.

After viewing, it left me with a smile and an "OK, it's a long day ahead, I need to do some final re-writes on the *For the Love of Paprika* cookbook that I'm working on for/with a client; get two handouts done for speeches I'm giving in the next two weeks; get ... you get the picture. This is a fun way to start it" and who knows what creative things are going to pop. With the side-trip that I took that gobbled just two minutes of my time, I got the re-writes done, the speeches prepped and completed three contracts. It was just what I needed.

And let's face it—we all need a mental break during our days ... even when in the depths of a project. Any project.

Business Tips and Taxes for Writers – Carol Topp, CPA
(Carol Topp is an accountant and author of *Information in a Nutshell: Business Tips and Taxes for Writers*. She may be reached at Carol@CarolToppCPA.com)

The vast majority of authors are sole proprietorships with good reason. It is the simplest business structure – easy to start and easy to close. A sole proprietorship is a business with one owner and is popular with writers for many reasons.

Reason #7: Simplified record keeping. Like any business, a sole proprietorship needs to keep good records, but it can be simple. Many sole proprietors can do their own bookkeeping. They typically hire an accountant from an initial consultation and for tax preparation

You're On The Air
(Brad Hurtado, former producer of Donahue, Maury Povich and The Charlie Rose Show)

You have to package yourself into the time you have available. If you have one hour on a radio show, there's plenty of time. But if you've got three minutes on a national show, in a short amount of time, you have to hit the ball out of the park.

Kremer's Korner
(Excerpted - with permission - from John Kremer's sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

A number of U.S. library jobbers and wholesalers also offer export services. Among these is Baker & Taylor. You might want to check with them to see if they would like to participate in any joint promotions of your titles.

Marketing Planning
(Excerpted from Brian Jud's e-booklet, *Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning*; www.bookmarketing.com)

Entrepreneurial planners are like photographers, focusing on one point in time and translating that moment into reality. A photograph, once taken, becomes the past. The photographer moves on to the next shot seeking a new perspective. Planning directs that movement toward the accomplishment of pre-determined, worthwhile goals.

Author 101

(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at FRISHMANR@PlannedTVArts.com or www.author101.com)

When you forward query letters to publishers or agents, direct them to specific individuals, not to companies, "Editors," "Gentlemen," "Dear Sirs or Madams," and so on. Publishing houses and literary agencies are often large, and imprecisely addressed mailings can get lost. Busy, overworked employees may also seize upon any excuse not to open another envelope.

Address every submission to a specific recipient or it probably won't be opened or receive sufficient attention. Also, triple-check the spelling of all names, individuals and firms, because misspelling an agent's or editor's name could fast-track your submission to oblivion.

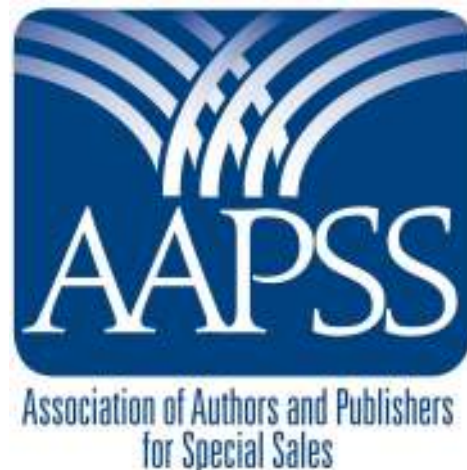
The Very Idea (Editorial by Brian Jud)

To discover the best source of information for selling your books in large, non-returnable quantities, do the math below. Then scroll down slowly to find who can help you sell more books. It is unbelievable how accurate this is!

- 1) Pick your favorite number between 1 - 9
- 2) Multiply by 3
- 3) Add 3
- 4) Then again multiply by 3
- 5) You will get a 2 or 3 digit number
- 6) Add the digits together

Using that number, locate the best source of special-sales information from the list below:

1. Amazon.com
2. Local publishers group
3. PUBWest
4. Social Marketing
5. AAP
6. IBPA
7. BISG
8. SPAN
9. AAPSS -- The Association of Authors and Publishers for Special Sales (formerly SPAN) at www.bookaapss.org
10. Your distribution partner



(Formerly SPAN)

**Can we help you
sell more books more profitably?
AAPSSolutely!**

Marketing Strategy

(Excerpted from Brian Jud's e-booklet, *The Buck Starts Here: 635 Tips for Creating Successful Marketing Strategy*; www.bookmarketing.com)

Strategy defines how all the elements of your marketing mix fit together. This involves making choices that are interdependent because your marketing activities must be mutually reinforcing. Your channels of distribution, for example, should reflect your target-market decisions. You would probably use different networks for selling to bookstores, libraries, mass merchandisers and academic markets.

Everything you ever learned or considered about using a tips booklet for your business applies to member-based associations and non-profits organizations you support, too. After all, they are also businesses, whether it's your local house of worship, chamber of commerce, cause-based group, or community or professional association.

Each one of those groups has how-to knowledge to share, people who have "institutional memory" about the development of the organization, and the need to fund their operation so they can continue helping people. So far, that's just like your for-profit company, isn't it, no matter whether you are a solopreneur, small business, or larger company.

Imagine what would happen if you suggested to the governing body of the particular organization that how-to tips collected from their members could become both a marketing tool for the group as well as a new, unique, and ongoing funding source? It would help retain the current members and attract new ones since you would be actively engaging your members through their participation in the tips booklet, bringing them new and unique benefits through a how-to tips booklet.

You could jointly identify a theme that makes sense, whether it is mission-specific or a large enough generic topic so that many people could participate. Your house of worship might do a how-to tips booklet on ways to connect with your neighbors or ideas for making great use of time or how the spiritual teachings of your group help people live happier lives. The chamber of commerce can do a tips booklet on how to thrive in any economy, with each business (whether retail, services, distributors, or anything else) adding tips on how to do that. A cause-based association would do a how-to tips booklet on better ways to do something related to their cause.

Whether the tips booklet is used to generate funds from among its members, is supported by outside (or internal) sponsorship, or is also made available to individuals or groups outside its membership, it becomes a marketing tool for what the group is about and/or a new income source to support the overall or specific functions of the organization.

How the tips booklet is used, online and/or offline, depends on the goals of the group and its members. Each organization will approach it differently based on that. Some have a local focus while others are regional, national, or international. In some cases the entire purpose will be publicity, guiding people to the group for investing time and/or money in a bigger picture. There are truly endless possibilities of how the how-to tips booklet can be used to benefit the group and its members. One size does not fit everyone and never will.

ACTION - Consider the groups you support with your time and/or money. They may be professional, community, spiritual, for-profit, non-profit, cause-related, or any other category that matters to you. Suggest a how-to tips booklet to the governing body of the group as a way to promote it, to generate new revenue for it, or both.

Find the time to get more done--by pruning your "reading" list. Chances are, your in-box contains numerous unread newsletters, or subscriptions to blog posts. You like to read them, and profit from the information they contain, but you just haven't had found the time.

Unfortunately, each day, additional e-mail newsletters and blog posts arrive, adding to your "to read" list. And, each additional unread e-mail newsletter adds frustration and stress, adding to your guilt of not getting everything done.

I've found that the solution is to track the true value I'm receiving from my incoming newsletters and blog feeds. Which ones consistently provide the most helpful, relevant information? Which ones, on the other hand, cover familiar ground, or spend too much time trying to sell me something?

By taking a hard look at my incoming mail, and identifying the most valuable sources of information, I've been able to create more time for the most useful blogs, as well as more time to devote to writing my own newsletters and blog posts.

Guest Columnist – Laura Dobbins

(Laura Dobbins is Kindle Bestselling co-author of *Sell more Ebook\$ - How to increase sales and Amazon rankings using Kindle Direct Publishing* (available at Amazon). In addition she operates *Kindle Book Promos* an author and book promotion platform. For paid and free book marketing opportunities visit: <http://kindlebookpromos.luckycinda.com>)

Don't go where everyone is selling their books. Create an event where people show up for your book only. This is what I did to help an author sell her Kindle Bestseller, *Francesca of Lost Nation*.

The book is a story that takes place in post-WWII and has a nostalgic romantic theme like the runaway bestseller *War Brides*. So I started thinking about all the places that would have people who would connect to this story. The obvious: USO groups, historic clubs, military associations like the VFW and senior groups. I started calling each and discovered the waiting list to speak at these groups was lengthy. While I didn't dismiss any opportunity even if postponed, I realized there was a lot of competition. If there was a year-long waiting list by the time my author spoke what were the odds we would make any sales?

This forced me to be more creative. Instead of looking for places to sell my book, I explored events where people gathered: Festivals, Concerts, Sporting Events and a variety of other venues. Then I narrowed the list: Dinner theaters, cinemas and tourists tours.

Next, I had to figure out how to team with someone who could profit from an author appearance while not losing our own profits on *Francesca of Lost Nation*. That's how we came up with a Wine and Words event. I contacted an affluent restaurant in a major tourist and retirement community and struck a deal with the owner. He offered his Happy Hour meal specials and a glass of wine for \$15 and added our book price of \$15 to the ticket. We sold tickets for \$35 – which covered taxes and tips. In addition we offered 20 percent of our book sales to sweeten the deal.

Our event was sold out. We made \$1,500. In addition, we found an event we could pitch to other places.

It takes work. You need to have time and persistence to research markets, make contacts and organize your time and budget. But once you do it, you will be on the road to better book sales. Here's to your success.

Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance editor and writer. Contact a.annesi@sbcglobal.net, or visit <http://www.adeleannesi.com/Word-for-Words--LLC.html>)

PressBooks

<http://pressbooks.com>

Built on WordPress, PressBooks allows users to easily create e-books for any device, Web books for accessibility and promotion, and PDFs for print books and print on demand. It's as easy as blogging to get books into Kindle, Apple iBooks, Nook and other venues.



Buy Lines -- Free Information to Help You Sell More Books

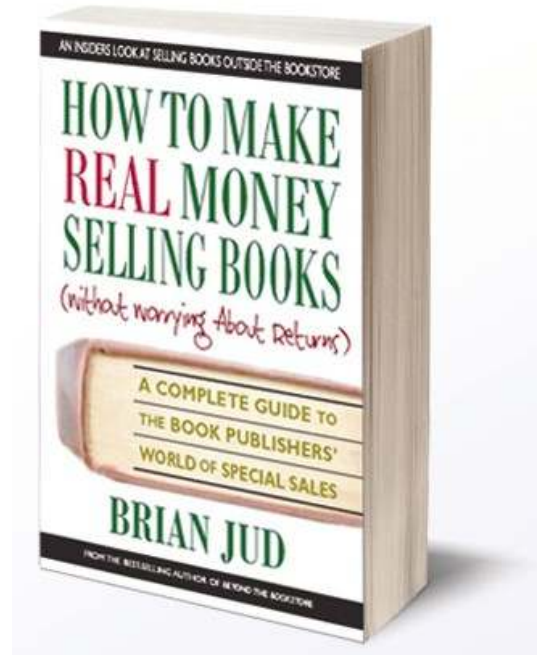
Sell more books, more profitably to non-bookstore buyers

The most current and complete resource for increasing your sales and profits in non-bookstore markets.

The ultimate do-it-yourself guide to selling your books in large quantities with no returns. Not just who to contact, but when and how.

\$24.95

[Order now](#)



Do you need a jump-start to get your sales moving?

Do you have a quick question or two about how to get started in special sales?

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

Sell more books

Beat your competition

Become more profitable

Sell in untapped, lucrative markets

Minimize -- if not eliminate -- returns

[Click here for more information.](#)

Do You Want to Increase Your Sales, Revenue and Profits?

A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales
Learn more!



SPIRAL NOTEBOOK WITH PEN

Sales Promotional Items

Use coffee mugs, pens, and thousands of other items to increase awareness and sales of your books.

Get a unique item -- a **bookmark** that actually **grows flowers when planted**. Print your message on it!



Book Central Station™

The place to find book-publishing suppliers, based on referrals from previous users. *Book Central Station* is the only place where you can find people to help you write, publish and market your books – with ratings posted by previous clients. At *Book Central Station* you can scan a list of suppliers, look at reviews of their work and make an informed decision to choose the ones with which you will work. And you can post your own experiences with them, too. Sign up for your FREE trial at <http://www.bookcentralstation.com/trial.asp>

Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

To subscribe to *Book Marketing Matters* click here:
<mailto:brianjud@comcast.net?subject=subscribe>
I won't share or sell your email address.

Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookmarketing.com

Brian Jud now offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget.
www.premiumbookcompany.com

Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at www.bookcentralstation.com. Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing. Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or go to <http://www.bookmarketing.com>